

DUPLICATE

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Strategic Media - DC**  
**Attention: Accounts Payable**  
**3299 K St NW**  
**Suite 200**  
**Washington, DC 20007**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
961334-1	10/28/12	October 2012	10/01/12 - 10/23/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
West/R/Congress	ALLEN WEST 4 CONGRES	85

Flight Dates	Order #	Alt Order #
10/17/12 - 10/23/12	961334	06363934

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/17/12	10/19/12	WPBF News 25 Mornings	6-7AM	--W-F--	:30	2	\$275.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	--W-F--	2	\$275.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	W	10/17/12	6:30 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00	NM
1	WPBF	F	10/19/12	6:44 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV101701H	\$275.00	NM
2	10/23/12	10/23/12	WPBF News 25 Mornings	6-7AM	-1-----	:30	1	\$275.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/22/12	10/28/12	-1-----	1	\$275.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Tu	10/23/12	6:11 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV101701H	\$275.00	NM
3	10/17/12	10/19/12	Good Morning America	7-9AM	--WTF--	:30	3	\$550.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	--WTF--	3	\$550.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	W	10/17/12	7:43 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00	NM
3	WPBF	Th	10/18/12	8:39 AM	Good Morning America	7-9AM	:30	AWTV101701H	\$550.00	NM
2	WPBF	F	10/19/12	8:41 AM	Good Morning America	7-9AM	:30	AWTV101701H	\$550.00	NM
4	10/22/12	10/23/12	Good Morning America	7-9AM	MT-----	:30	2	\$550.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/22/12	10/28/12	MT-----	2	\$550.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	M	10/22/12	7:59 AM	Good Morning America	7-9AM	:30	AWTV101701H	\$550.00	NM
1	WPBF	Tu	10/23/12	8:39 AM	Good Morning America	7-9AM	:30	AWTV101701H	\$550.00	NM
5	10/17/12	10/19/12	10-11a Anderson Cooper	10-11a	--WTF--	:30	3	\$225.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	--WTF--	3	\$225.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	W	10/17/12	10:38 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00	NM
3	WPBF	Th	10/18/12	10:34 AM	10-11a Anderson Cooper	10-11a	:30	AWTV101701H	\$225.00	NM
1	WPBF	F	10/19/12	10:31 AM	10-11a Anderson Cooper	10-11a	:30	AWTV101701H	\$225.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
961334-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser	Product	Estimate Number	
West/R/Congress	ALLEN WEST 4 CONGRES	85	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/17/12	10/19/12	10-11a Anderson Cooper 10-11a		--WTF--	:30	3	\$225.00	NM
	Class of Time - Pre-emptible with notice								
6	10/22/12	10/23/12	10-11a Anderson Cooper 10-11a		MT-----	:30	2	\$225.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/22/12	10/28/12	MT-----	2	\$225.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	2	WPBF	M	10/22/12	10:36 AM	10-11a Anderson Cooper	10-11a	:30	AWTV101701H
	1	WPBF	Tu	10/23/12	10:51 AM	10-11a Anderson Cooper	10-11a	:30	AWTV101701H
									<u>Rate</u> <u>Type</u>
									\$225.00 NM
									\$225.00 NM
7	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$60.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-----1-	1	\$60.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Sa	10/20/12	5:45 AM	Sat 5-6am News	Sat 5-6am	:30	AWTV101701H
									<u>Rate</u> <u>Type</u>
									\$60.00 NM
9	10/20/12	10/20/12	Sat Prime College Footba	8-1130pm	-----1-	:30	1	\$1,175.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-----1-	1	\$1,175.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Sa	10/20/12		Sat Prime College Football	8-1130pm	:00	
						Credited			<u>Rate</u> <u>Type</u>
									<del>\$1,175.00</del> NM
10	10/17/12	10/19/12	1230-1P Access Hollywoc	1230-1p	--WTF--	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	--WTF--	1	\$175.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	W	10/17/12	12:55 PM	1230-1P Access Hollywood	1230-1p	:30	AWTV100901H
									<u>Rate</u> <u>Type</u>
									\$175.00 NM
11	10/20/12	10/20/12	ABC College Football	12-330pm	-----1-	:30	1	\$1,000.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-----1-	1	\$1,000.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	Sa	10/20/12	12:06 PM	ABC College Football	12-330pm	:30	AWTV101701H
									<u>Rate</u> <u>Type</u>
									\$1,000.00 NM
<b>Total Spots</b>							<b>16</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$5,935.00</b>
<u>Agency Commission</u>	<b>\$890.25</b>
<u>Net Amount Due</u>	<b>\$5,044.75</b>